



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF DESIGN  
END TERM EXAMINATION - JAN 2023**

**Semester :** Semester V - 2020

**Course Code :** BDC302

**Course Name :** Sem V - BDC302 - Advanced Brand Identity Design

**Program :** B.Design - Communication Design

**Date :** 10-JAN-2023

**Time :** 9.30AM - 12.30PM

**Max Marks :** 100

**Weightage :** 50%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.

**PART-A**

**ANSWER ALL THE FOLLOWING QUESTIONS**

**3Q X 10M = 30M**

1. Why did Dunkin Donuts rebrand? Explain briefly.  
(CO3,CO1) [Knowledge]
2. Why would one need communication to be reinforced when doing a rebranding for a brand?  
(CO3,CO2) [Knowledge]
3. Write down two retail - brand assets which you can think of.  
(CO3,CO2) [Knowledge]

**PART-B**

**ANSWER ALL THE FOLLOWING QUESTIONS**

**2Q X 15M = 30M**

4. Describe each element of a brand guidebook.  
(CO4,CO3) [Comprehension]
5. List down 3 cases where rebranding may be needed.  
(CO3) [Comprehension]

**PART-C**

**VIVA / JURY**

**1 X 40M = 40M**

6. Basis the work done in the class, present and defend the brand manual designed for the individual brand and the rebranding project.  
(CO3,CO2) [Application]